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Your Career: Remaining Professionally Relevant



SCHOOL *of* CONTINUING
and PROFESSIONAL STUDIES



Professional Relevancy: Why It Is Important to Your Career and Your Organization

- Being very proficient in activities that are on the way out is a signal
- Organizations that are looking for transformational leaders and workers are focused on the future
- The value chain in your culture may be evolving – pay attention to what you contribute
- A commitment to lifelong learning is the foundation of remaining relevant and agile



Successful Career Development Models Have Common Attributes

- Career models are personal but they also address the needs of the organization
- They enable the building of professional networks
- They have a measurable impact- ROI for the employee and the organization
- They enforce the enduring values and strategic interests of the organization



Career Models Should Address Both Professional Development And Performance

- Certification is nice but it must be accompanied by professional growth and reflected in performance
- Career models should promote activities that foster competency and qualifications
- Chasing degrees and acronyms for your signature block may not be the path to professional relevancy
- At some point in your career you will need to lead to remain relevant
- Be mindful of trends but not trendy
- Relevant professionals are committed to the success of others

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What Do We Know About Successful Career Development Programs

- They are personal
- They enable the building of professional networks
- They help employees stay relevant in their skills
- They have a demonstrable impact- ROI for the employee and the organization
- They enforce the enduring values and strategic interests of the organization



What Is The Role of Education In Remaining Relevant

- The role of higher education to prepare people for work remains oddly controversial
- Should higher education prepare one for the specialized work oriented tasks or emphasize general competencies
 - Increase knowledge (theoretical)
 - Improve practices (practical)
- There is a gap between the outputs of higher education and the needs of 21st century innovation and commerce
- In 2012 it was estimated that to remain competitive US would have to produce an additional 1M STEM graduates per year for a decade

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What Is The Role of Education In Remaining Relevant (cont.)

- One approach to relevancy is identifying regional economic needs and partnering with higher education for “supply side” solutions
- Focused workforce development partnerships between industry and higher education create learning incubators and job pipelines
- On the graduate level education developed for working adults has always been more likely to focus on the acquisition of relevant workforce skills
- Pursuit of continuing education in your chosen profession is a positive sign of a desire to remain relevant

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Remaining Relevant: On the Job Developmental Assignments

- Developmental assignments contribute to an individual's growth, professional mindfulness, and ability to perform at the next level
- Professional development assignments are an excellent avenue to gain the depth and breadth of knowledge, skills and abilities necessary to be highly competitive for increasingly and progressive management and leadership positions
- The developmental assignment should be long enough to provide meaningful experience- it is not “shadowing”
- The end state of a developmental assignment is a contracting professional now better prepared to achieve excellence in their trade/craft



Remaining Relevant: Things You Can Do

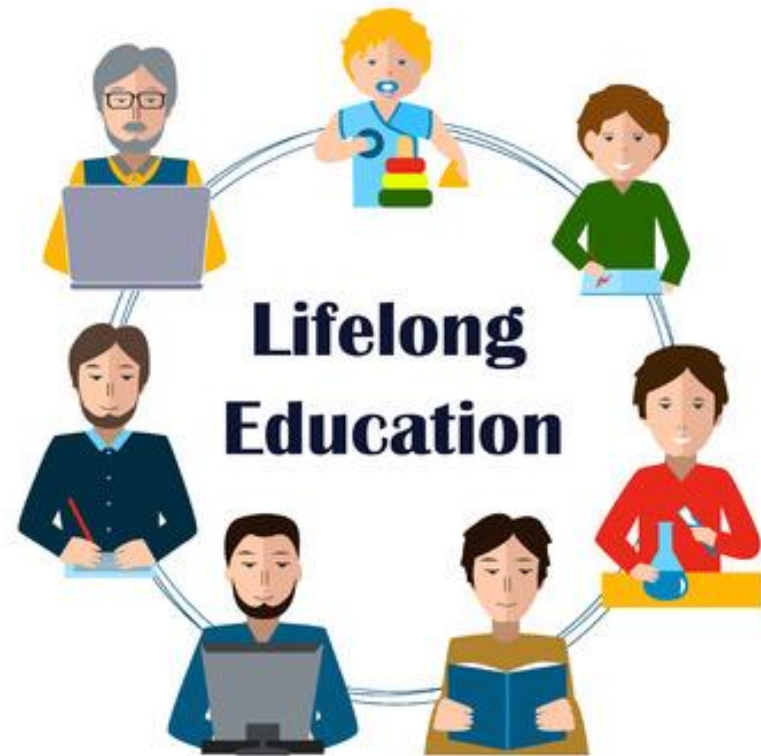
- Look for and participate in industry events. To remain relevant you should know where the market is headed and what you need to know to keep up.
- Join your professional organization and be active. Hanging around a crowd of professionals is a good way to get infected with new ideas.
- Embrace technology. It isn't going away.
- Read and stay current with what members of your profession consider important.
- Be a problem solver in your organization. It will prepare you to seek new solutions as the problems evolve.
- You will fail once in a while. When designing new solutions plan to do it twice – you will anyway.

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Remaining Relevant: Things You Can Do

- Choose a career program that is focused on the values of the profession and the mission of the organization
- Pay attention to your organization's vision statement—they are looking for people who share that vision.
- Observing the culture will give you ground truth clues as to what expectations are for future leader (do they really believe in life/work balance?)

Remaining
Relevant:
One
Thing You
Must Do





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